

Areas of Impact (from an economic perspective)



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About me

- PhD in Letters: History of Digital Museums.
- Background in Art History, Museum Studies, Economics of the Arts, and Information Science.
- Researcher, docent for past 17 years.
- International projects and associations:
 - Enumerate, EGMUS, CIDOC, MCN, ACEI
 - RICHES, ViMM
- Keywords: digital museums (GLAMs), research, statistics, value=access.



Measuring knowledge transfer

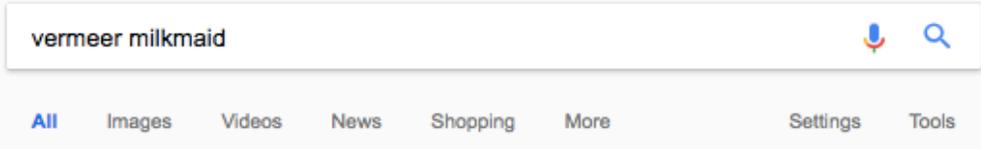
- Building from literature on innovation – Product, Process
- Transfer strongly linked to value – Various, Variable
- To identify impact – What, How, Why
- KPI – Effects on digital knowledge transfer (clicks?)

Innovation 1

- Innovation is linked to learning = absorptive capacity
- Innovation: (Fagerberg, 2003)
 - Invention = new idea
 - Innovation = idea brought to market
 - Combine existing resources = knowledge, capabilities, skills, and resources
 - Incremental / radical

Innovation 2

- Process of qualitative change across time: (Schumpeter, 1942)
 - Product
 - Method of production
 - Sources of supply
 - Markets
 - Organization



About 234.000 results (0,51 seconds)

The Milkmaid (Vermeer) - Wikipedia
[https://en.wikipedia.org/wiki/The_Milkmaid_\(Vermeer\)](https://en.wikipedia.org/wiki/The_Milkmaid_(Vermeer))
The Milkmaid sometimes called The Kitchen Maid, is an oil-on-canvas painting of a "milkmaid", in fact, a domestic kitchen maid, by the Dutch artist Johannes ...
Year: c. 1657–1658 (though estimates differ) **Location:** Rijksmuseum, Amsterdam, the Neth...
Artist: Johannes Vermeer **Dimensions:** H 45.5 cm × W 41 cm (17 7/8 in × ...
Descriptions and ... · Provenance · Exhibitions · References

The Milkmaid, Johannes Vermeer, c. 1660 - Rijksmuseum
<https://www.rijksmuseum.nl/en/collection/SK-A-2344>
The Milkmaid, Johannes Vermeer, c. 1660. oil on canvas, h 45.5cm × w 41cm More details. A maidservant pours milk, entirely absorbed in her work. Except for ...

Johannes Vermeer (1632–1675) and The Milkmaid | Essay ...
https://www.metmuseum.org/toah/hd/milk/hd_milk.htm
Influenced by the detailed realism of Gerrit Dou (1613–1675) and his followers in Leiden, Vermeer created his most illusionistic image in The Milkmaid ...

Videos

 Johannes Vermeer's "The Milkmaid" escodavi YouTube - Nov 4, 2009	 Vermeer's Masterpiece The Milkmaid: Discreet Object of Desire The Met YouTube - Oct 30, 2009	 Gallery Views of "Vermeer's Masterpiece: The Milkmaid" The Met YouTube - Sep 15, 2009
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Vermeer's Masterpiece | The Metropolitan Museum of Art
<https://www.metmuseum.org/exhibitions/listings/2009/vermeer>
The Milkmaid was painted by Johannes Vermeer in about 1657–58. It may be considered one of the last works of the artist's early, formative years, during ...

Market = monopolistic



Rijksmuseum
Google Arts & Culture

The Milkmaid
Painting by Johannes Vermeer

The Milkmaid, sometimes called The Kitchen Maid, is an oil-on-canvas painting of a "milkmaid", in fact, a domestic kitchen maid, by the Dutch artist Johannes Vermeer. Wikipedia

Artist: Johannes Vermeer
Dimensions: 46 cm x 41 cm
Location: Rijksmuseum
Created: 1657–1658
Medium: (Paint) Oil Paint on Canvas
Periods: Baroque, Dutch Golden Age

People also search for View 15+ more

 Girl with a Pearl Earring Johannes	 The Lacemaker Johannes	 The Night Watch Rembrandt	 View of Delft Johannes	 The Little Street Johannes
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Organization = Cultural Institute

Method = text / image / video

Product = search

Sources = GLAMs

Value 1

- Art / culture as instrument for added value (Boltanski, 2016)
- Relative position given to goods on a scale made by the perceived utility, the market price and the assigned worth of a good
- Valuation scale is shaped through social networks and is sensitive to social conventions
- Dependent on information available (attention to fuzzy metrics)
 - Evaluation, judgement...
 - Quality, beauty...

Value 2

- Value is various and variable (Throsby, 2004)
- It is possible to have multiple value scales that change in time, that co-exist, influencing the decision making of individuals in the market.
- Economic value = expressed in financial terms
 - Price sold at auction
- Social value = reflecting the morals of a group
 - Collections as means for intragenerational knowledge transfer
- Cultural value = echo a specific time and place
 - Style used by artist



Impact 1

- What:
- Visibility / Usability of goods and services = wider, deeper use
- Increase human capital (enrich visual vocabulary) = wellbeing
- Externalities = innovation, cross pollination, synergies
- Economics of learning = efficient / effective

Impact 2

- How:
- Network effects = benefit related to size of the network
- Economics of attention = information saturation
- Access to information = stimulates competition or exacerbates monopolistic tendency (?)
- 'Accidental' learning = access to non users

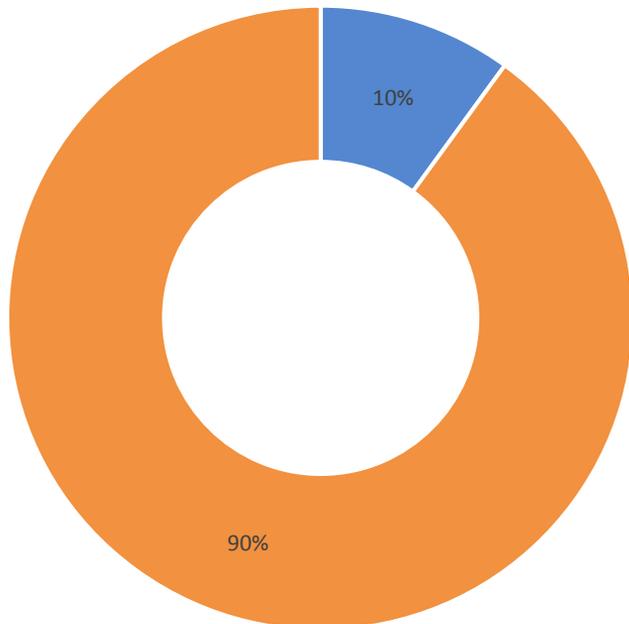
Impact 3

- Why:
- Learning, merit good, values
- Ownership, accountability, responsibility = Open access enough? ROI?
- Reuse of past investment, intergenerational knowledge transfer
- Relevant value metrics = evidence based

Example 1

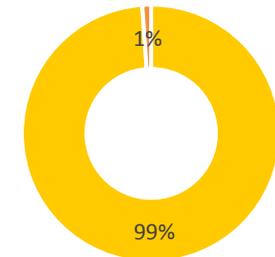
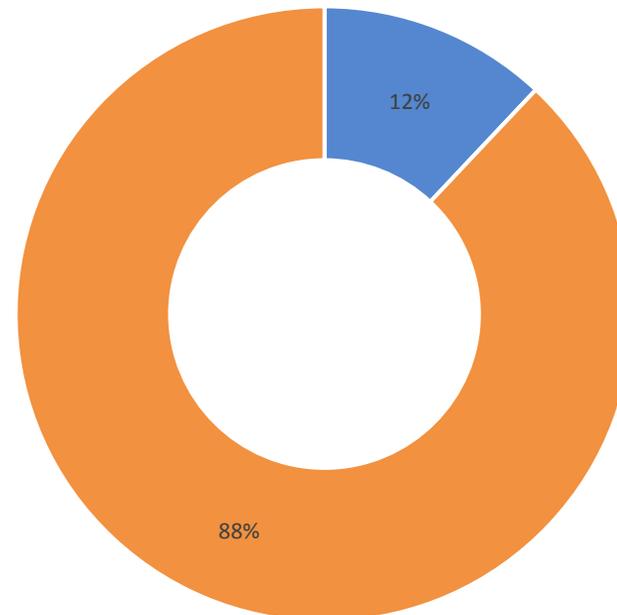
- Visibility of collections Onsite (10%) and Online (12%)

Onsite



■ Exhibitions
■ Storage

Online

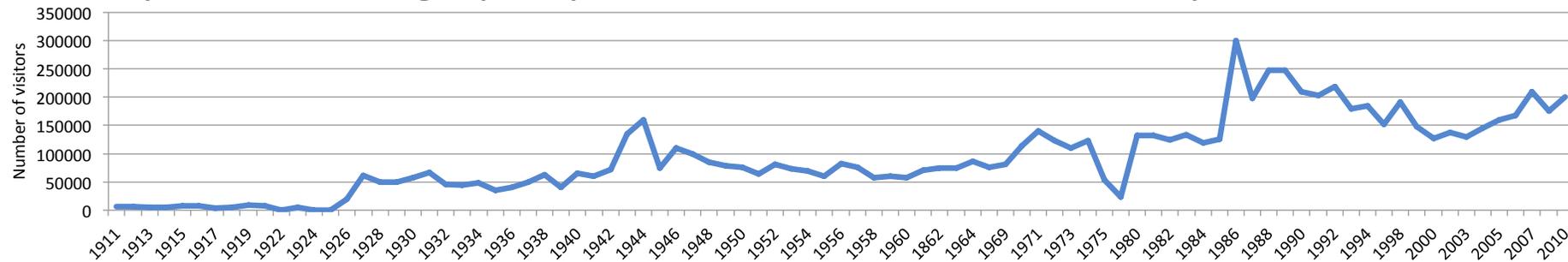


■ Museum
■ Wiki
■ Articles
■ Commons

Example 2

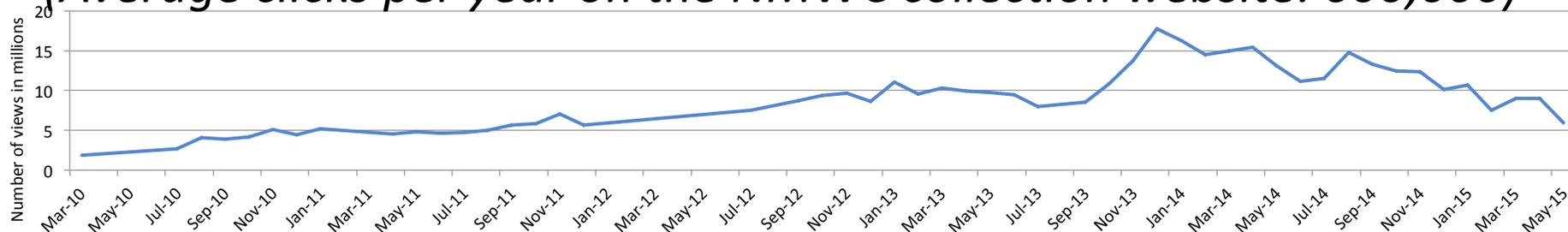
- New scale of visitor numbers onsite < website < portal

100 years: Average per year: 94,500 visitors (onsite peak: 300,000 visitors)



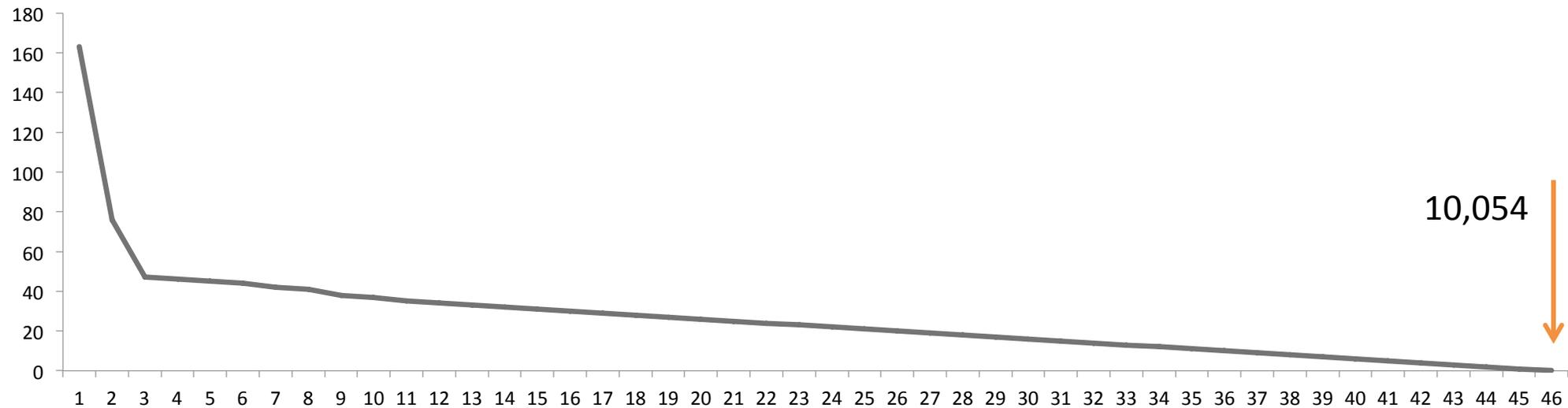
5 years: Average per year: 1.7 million clicks (online Wikipedia peak: 18 million clicks)

(Average clicks per year on the NMWC collection website: 600,000)



Example 3

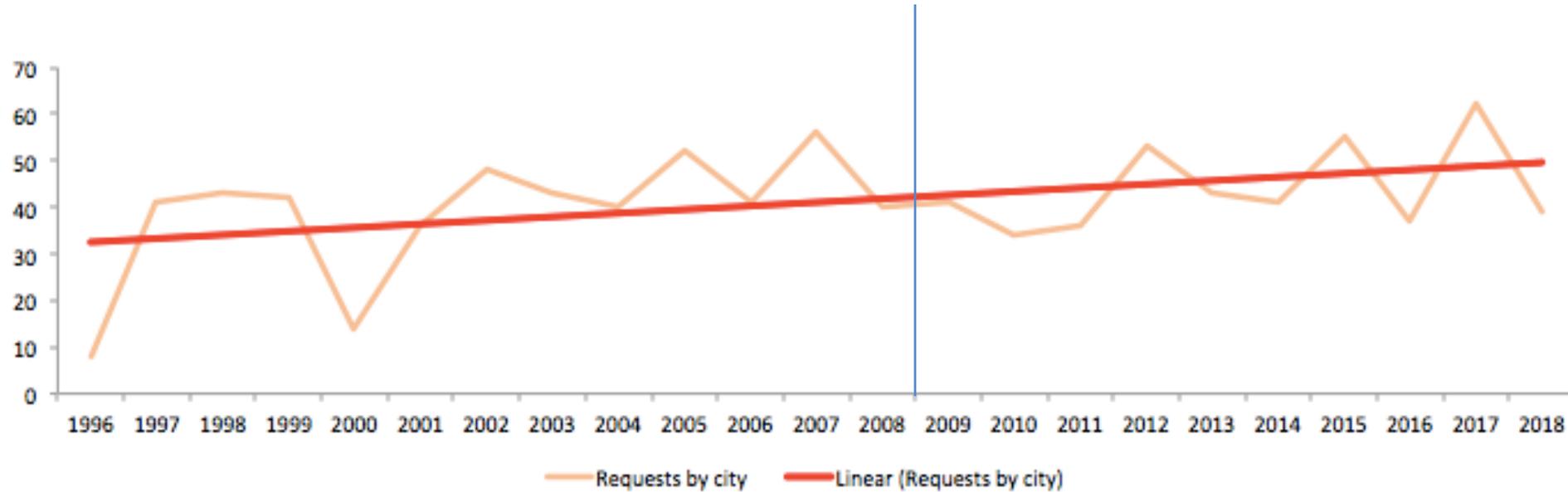
- 'Use' of collections: long tail prevails



>10% collections exhibited / 36% of objects used in articles

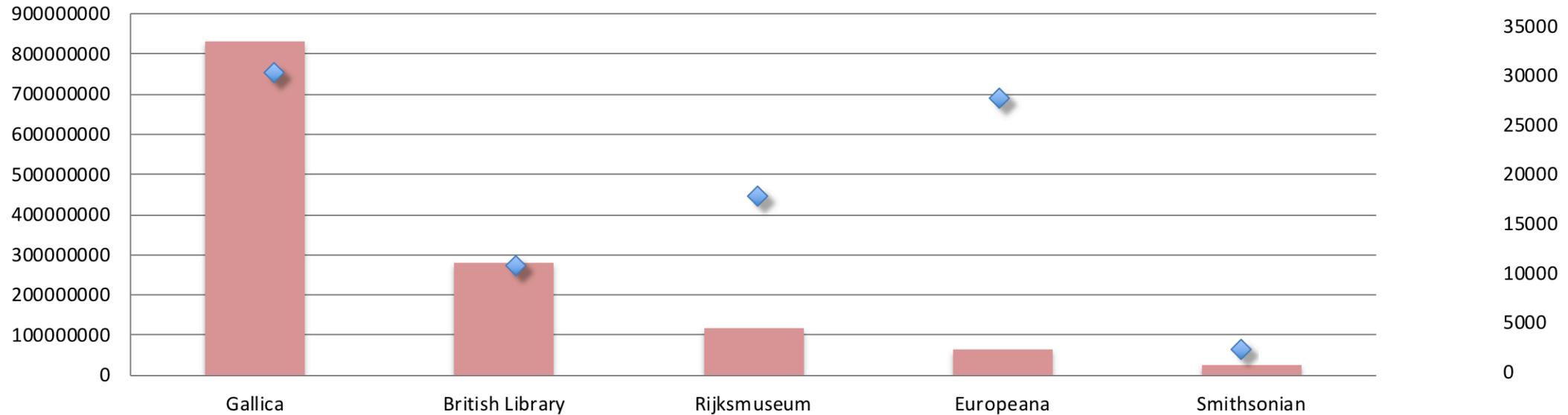
Example 4

- Number of loan requests (by city)



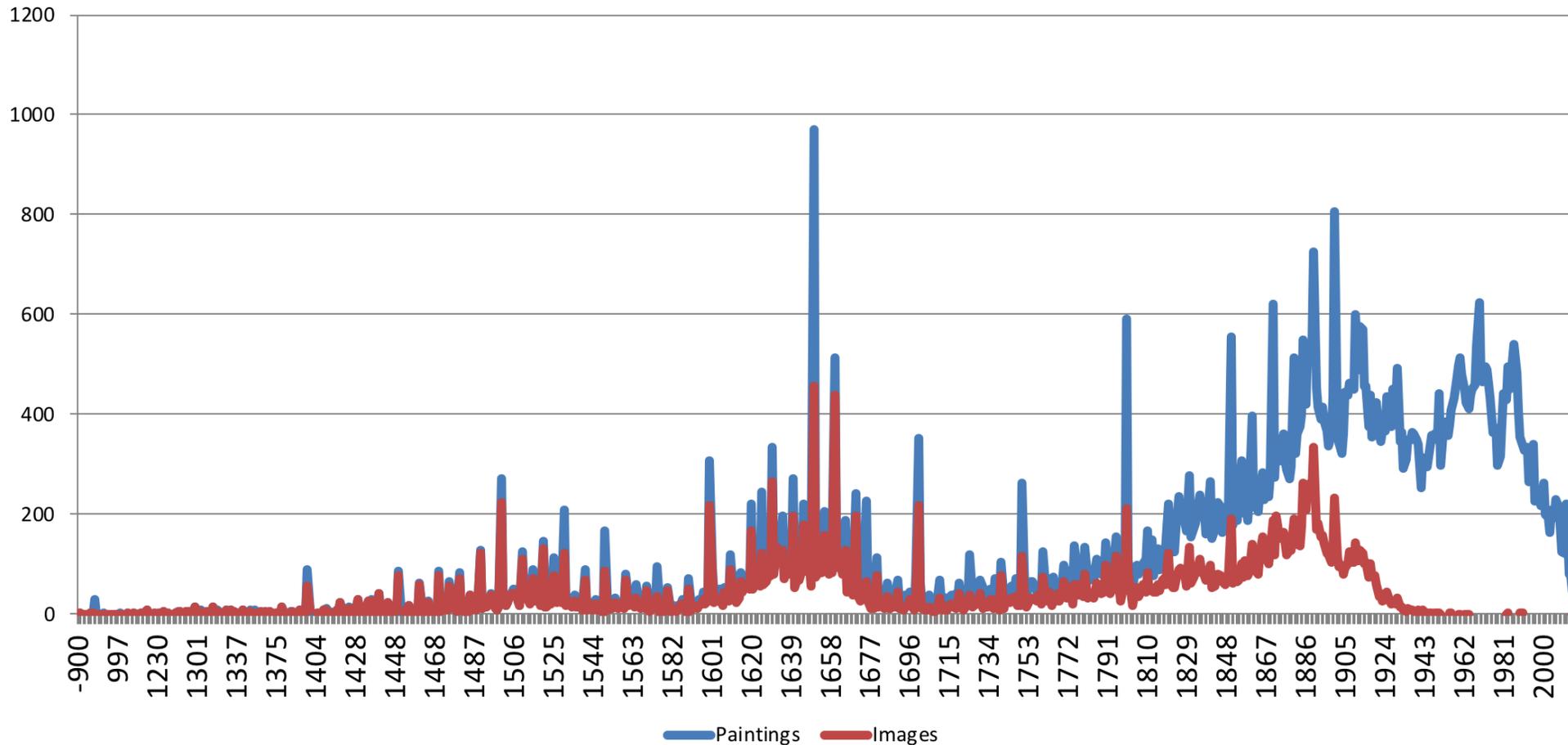
Example 5

- Visibility (bar) / size (diamond) of collections in Wikipedia (2015)



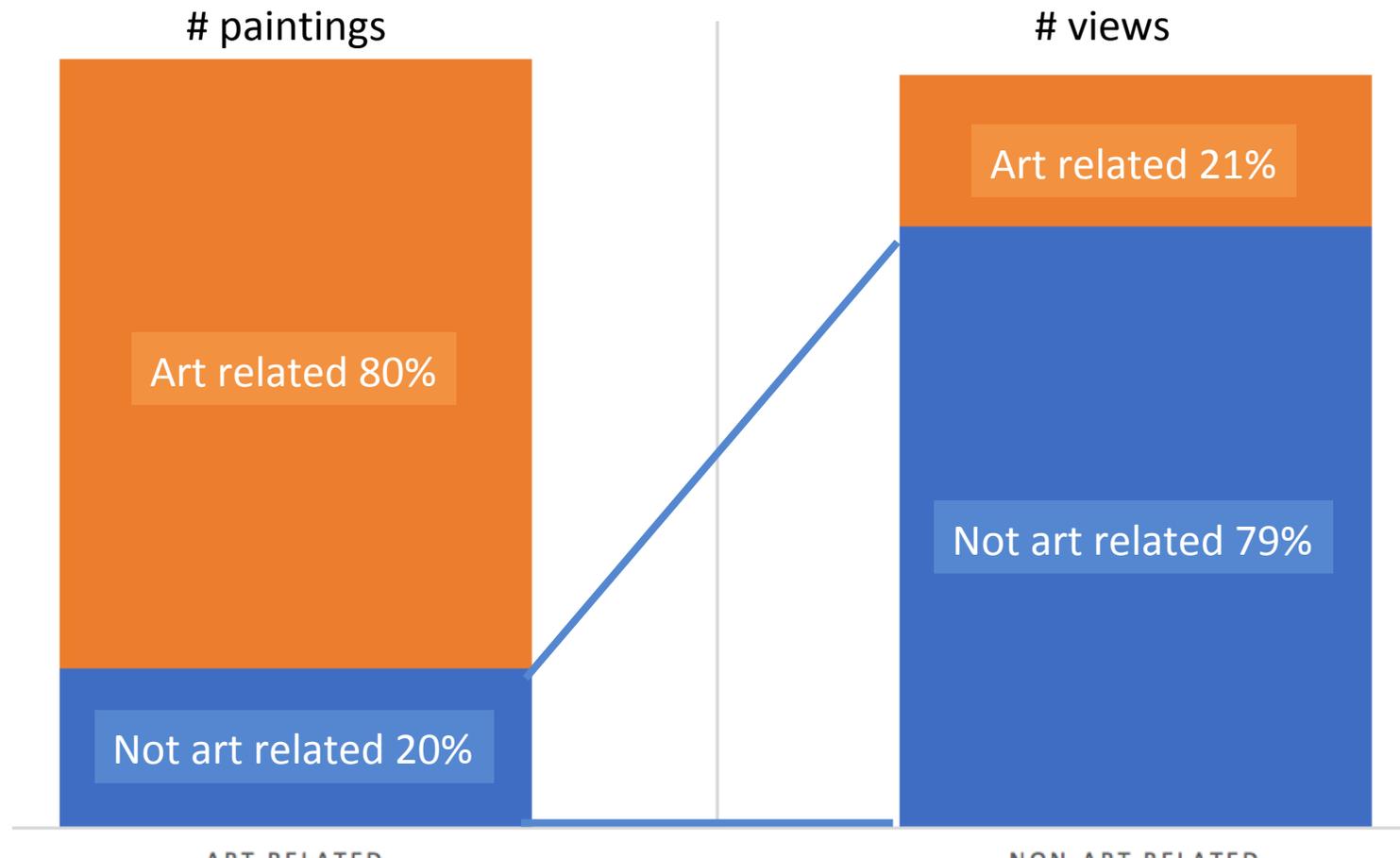
Example 6

- Presence of a 'painting' with an 'image' in Wikipedia by year (2015)



Example 7

- Use of objects per category and share of views (%) English Wikipedia (2017)



Example 8

• Popularity as measure ?

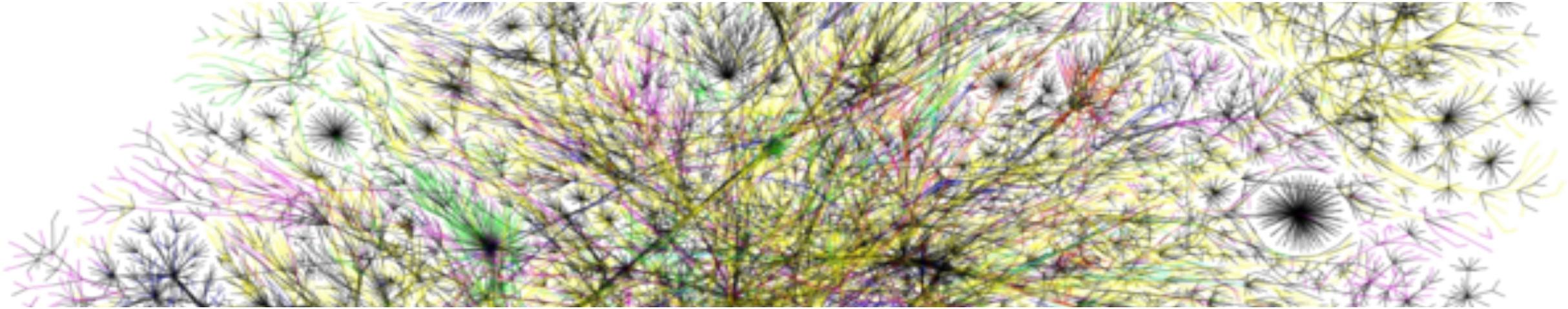


To close

- Concerns:
 - Digital divide, superstars
 - Definitions, standards, metrics
- Limited relevant, long-term, harmonized data available (clicks?)
 - Digital cultural consumption = website? Social media? AR/VR?
 - Private / public collaborations to collect data
- Value is interpreted in a continuous process, depends on (re)use



Thank you



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